

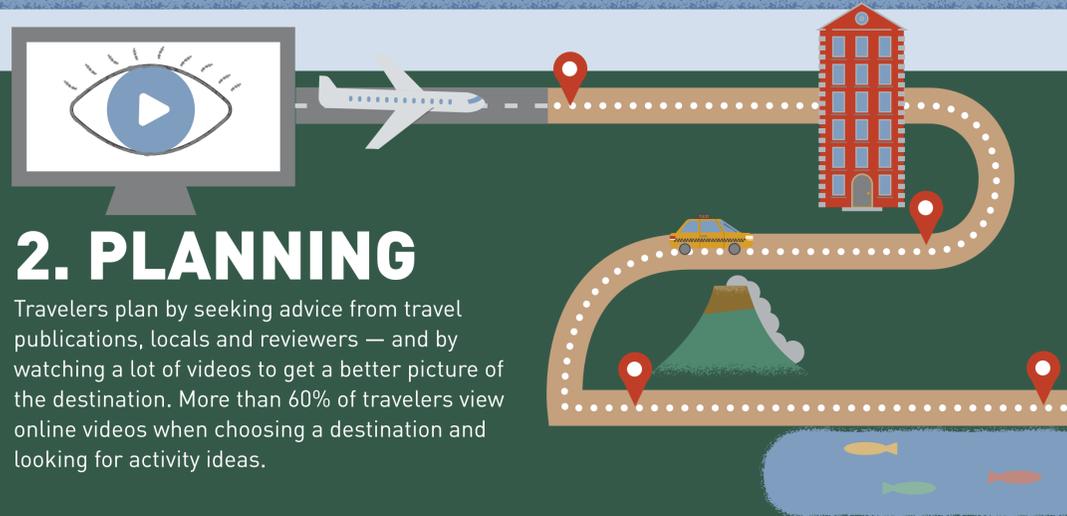
1. INSPIRATION

US travelers are always seeking inspiration for their next journey; 37% of them think about vacation planning once a month and 17% think about it once a week.



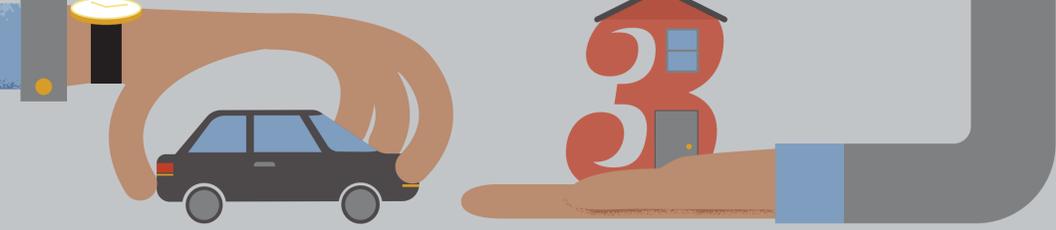
2. PLANNING

Travelers plan by seeking advice from travel publications, locals and reviewers — and by watching a lot of videos to get a better picture of the destination. More than 60% of travelers view online videos when choosing a destination and looking for activity ideas.



3. BOOKING

The booking stage is especially competitive for hotel and rental car brands who are up against the rising amount of "sharing economy" players like Uber and Airbnb, the latter of which grew by 261% in 2015 among business travelers.



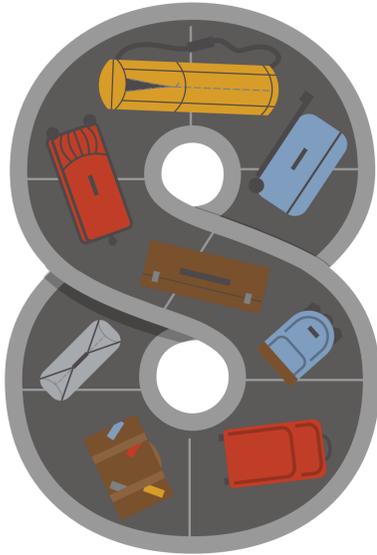
8. DREAMING

Once travelers return home, the experience isn't over. They're already reflecting on their trip and planning their next one — according to one study, two out of three travelers are inspired by one vacation to book another.



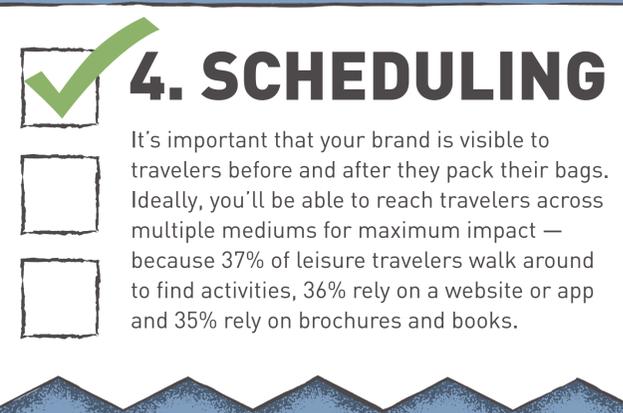
STAGES of TRAVEL

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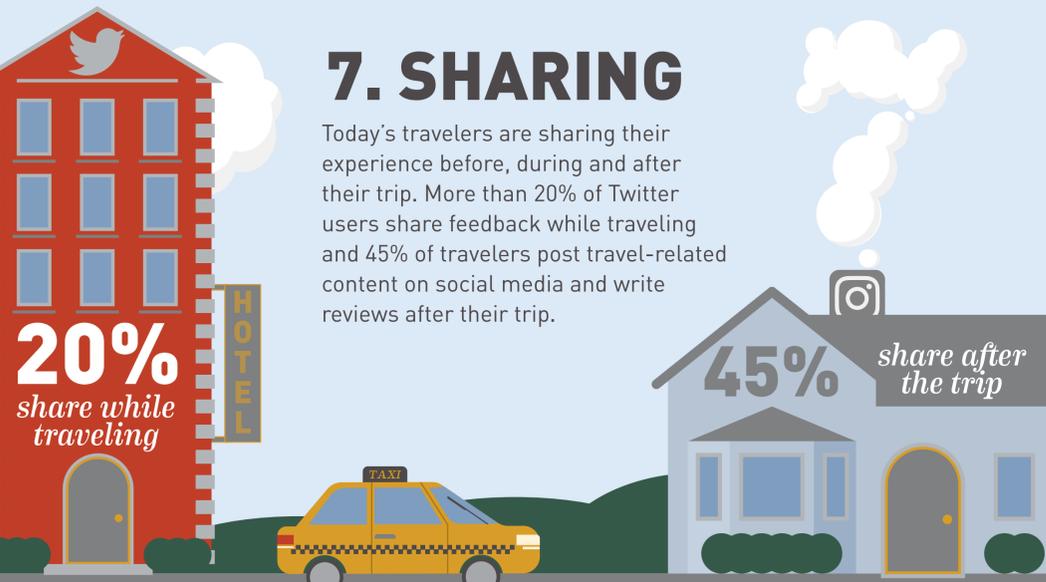
4. SCHEDULING

It's important that your brand is visible to travelers before and after they pack their bags. Ideally, you'll be able to reach travelers across multiple mediums for maximum impact — because 37% of leisure travelers walk around to find activities, 36% rely on a website or app and 35% rely on brochures and books.



7. SHARING

Today's travelers are sharing their experience before, during and after their trip. More than 20% of Twitter users share feedback while traveling and 45% of travelers post travel-related content on social media and write reviews after their trip.



6. EXPERIENCING

The experience stage of travel is increasingly mobile-driven; travelers often rely on online search and social media instead of in-person assistance to solve their travel problems. This is especially true for millennials, who list their smartphone as their most important travel item, even above items like clothing.



Most important travel item for millennials



5. TRAVELING

As consumers travel to and from their destination, they seek out entertainment and inspiration while they wait. Consider placing an ad or editorial piece in an in-flight magazine (the #1 airplane passenger activity).

